

DOEKET NO.: BELL-0163/01330

**PATENT** 

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of: Scott R. Swix, et al.		Confirmation No.: 1792			
Application No.: 10/034,654		Group Art Unit: 2611			
Filing	g Date: December 26, 2001	Examiner: Bui, Kieu Oanh T			
For:	SYSTEM AND METHOD FO BROADCAST PROGRAMM	OR INSERTING ADVERTISING CONTENT IN ING			
		EXPRESS MAIL LABEL NO: EL999290345US DATE OF DEPOSIT: August 25, 2004			
		EL999290345US			
MS Amendment ☐ MS AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450		RECEIVED AUG 3 0 2004			
Sir:		Technology Center 2600			
	REPLY TI	RANSMITTAL LETTER			
	A Preliminary Amendment.				
$\boxtimes$	A Reply Responsive to the Office	ce Action Dated May 25, 2004.			
	A Reply Supplemental to the Pa	iper filed .			
	A Substitute Specification (pages 1 - ) in clean form.				
	A substitute specification	n (pages 1 - ) with markings.			
	An Abstract is enclosed.				
	replacement sheets of dra	awings are enclosed comprising figures .			
	Request is hereby made to accept black and white photograph(s) in this case, as they are the only practicable medium for illustrating the claimed invention. One (1) set of black and white photographs comprising figure(s) is submitted herewith.				
	Petition is hereby made to accep	ot drawing(s)/photograph(s) in this case.			

**DOCKET NO.: BELL-0163/01330 PATENT** Three (3) sets of color drawing(s)/photograph(s) and black and white photocopy that accurately depicts to the extent possible, the subject matter shown in the color drawing(s)/photograph(s), are enclosed, comprising figures П An amendment to the first paragraph in that portion of the Brief Description of the Drawings is also enclosed herewith advising that the patent contains at least one drawing/photograph in color. is enclosed. A Certified Copy of each of the following applications: An Associate Power of Attorney is enclosed. Information Disclosure Statement. Attached Form 1449. A copy of each reference as listed on the attached Form PTO-1449 is enclosed herewith. A Terminal Disclaimer is attached. Appendices as follows: Other 冈 No Additional Fee is Due. Applicant(s) has previously claimed small entity status under 37 CFR § 1.27. Applicant(s) by its/their undersigned attorney, claims small entity status under 37

CFR § 1.27 as

This application is no longer entitled to small entity status. It is requested that this be

noted in the files of the U.S. Patent and Trademark Office.

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			SMALL ENTITY		NOT SMALL ENTITY		
	REMAINING AFTER AMENDMENT	HIGHEST PAID FOR	EXTRA	RATE	FEE	RATE	FEE
TOTAL CLAIMS	12	41- (20 MINIMUM)	-0-	\$9 EACH	\$	\$18 EACH	\$-0-
INDEP. CLAIMS	1	4 (3 MINIMUM)	-0-	\$43 EACH	\$	\$86 EACH	\$-0-
FIRST PRESENTATION OF MULTIPLE DEPENDENT			\$145	\$	\$290	\$-0-	
ONE MONTH EXTENSION OF TIME				\$55	\$	\$110	\$-0-
☐ TWO MONTH EXTENSION OF TIME			\$210	\$	\$420	\$-0-	
☐ THREE MONTH EXTENSION OF TIME			\$475	\$	\$950	\$-0-	
☐ FOUR MONTH EXTENSION OF TIME			\$740	\$	\$1480	\$-0-	
☐ FIVE MONTH EXTENSION OF TIME				\$1005	\$	\$2010	\$-0-
LESS ANY EXTENSION FEE ALREADY PAID			minus	(\$ )	minus	(\$-0-)	
☐ TERMINAL DISCLAIMER				\$55	\$	\$110	\$-0-
☐ OTHER FEE OR SURCHARGE AS FOLLOWS:						\$-0-	
TOTAL FEE DUE				\$		\$-0-	

_	credit any overpayment to Deposit Account 23-3050.
	Please charge Deposit Account No. 23-3050 in the amount of00. This sheet is attached in duplicate.
	Petition is hereby made under 37 CFR § 1.136(a) (fees: 37 CFR § 1.17(a)(1)-(4)) to extend the time for response to the Office Action of to and through comprising an extension of the shortened statutory period of month(s).

The Commissioner is hereby requested to grant an extension of time for the appropriate length of time, should one be necessary, in connection with this filing or any future filing submitted to the U.S. Patent and Trademark Office in the above-identified application during the pendency of this application. The Commissioner is further authorized to charge any fees related to any such extension of time to Deposit Account 23-3050. This sheet is provided in duplicate.

Date: August 25, 2004

j

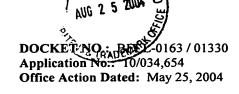
Kenneth R. Eiferman Registration No. 51,647

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Group Art Unit: 2611

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For: SYSTEM AND METHOD FOR INSERTING ADVERTISING CONTENT IN

**BROADCAST PROGRAMMING** 

EXPRESS MAIL LABEL NO: EL999290345US

DATE OF DEPOSIT: August 25, 2004

RECEIVED

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AUG 3 0 2004
Technology Center 2600

Sir:

## **REPLY PURSUANT TO 37 CFR § 1.111**

Applicants respectfully request entry of the following amendment and remarks contained herein in response to the Office Action mailed **May 25, 2004.** Applicants respectfully submit that the amendment and remarks contained herein place the instant application in condition for allowance.

	Amendments to the Specification begin on page	of this paper.
	Amendments to the Claims are reflected in the libegins on page of this paper.	isting of the claims which
	Amendments to the Drawings begin on page an attached replacement sheet.	of this paper and include
$\boxtimes$	Remarks/Arguments begin on page 2 of this paper	